

Message Text

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INFO OCT-01 EUR-12 ISO-00 EB-07 (ISO) R

DRAFTED BY COM/BEWT/TPD/562/LUNKOVIC/PCL

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COM/BEWT/TPD/BATHOMPSON

COM/BEWT/EEAD/MHUTCHINSON

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EUR/RPE/RBRESLER

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P R 022311Z JUL 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

INFO AMEMBASSY VIENNA

UNCLAS STATE 156735

E.O. 11652: N/A

TAGS: BEXP, GE

SUBJECT: LEIPZIG FALL FAIR BUSINESS DEVELOPMENT OFFICE

FOR BLOCH IN BERLIN

REF: (A) BERLIN 5876, (B) BERLIN 5853, (C) STATE 132655,

(D) BERLIN 5874

1. USDOC/BEWT "DISAPPOINTED" AT EMBASSY DECISION TO
CANCEL LEIPZIG FALL FAIR BUSINESS DEVELOPMENT OFFICE
(BDO) WITHOUT PRIOR CONSULTATION WITH USDOC.

2. CANCELLATION PUTS USDOC IN AWKWARD POSITION PARTICULARLY
WITH PARTICIPANTS WHO HAVE SENT CATALOGUES AT COST OF UP TO
TWO HUNDRED U.S. DOLLARS TO INDIVIDUAL COMPANIES. (MOST OF
TWO HUNDRED PARTICIPATING FIRMS HAVE EACH SENT ONE HUN-
DRED CATALOGUES.) USDOC/BEWT CONCERNED THAT DISPLAYING
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CATALOGUES AT TECHNICAL SALES SEMINAR IN BERLIN WOULD NOT
FULFILL OBLIGATION TO U.S. COMPANIES THAT SENT CATA-
LOGUES. DURING TECHNICAL SALES SEMINAR, ATTENTION WILL BE
DIRECTED TO SEMINAR PARTICIPANTS AND NOT TO CATALOGUES.

CATALOGUE SENDERS WOULD NOT RECEIVE DEGREE OF PUBLICITY WHICH USDOC HAD PROMISED. EMBASSY ASKED TO SUGGEST ADDITIONAL WAYS FOR CIRCULATING CATALOGUES IN COMMERCIAL

PRODUCTIVE MANNER.

3. IN RESPONSE TO EMBASSY COMMENT PARA. 2, REF. B, PRESENTATION TO BE GIVEN AT FALL FAIR WAS PLANNED TO BE OF SCOPE AT LEAST EQUAL TO U.S. PRESENCE AT SPRING FAIR. NUMBER OF FIRMS REPRESENTED GREATER, SQUARE METER SIZE SAME AND THEME BROAD ENOUGH IN SCOPE TO BE CONSIDERED EQUIVALENT TO TWO THEMES PRESENTED AT SPRING FAIR. IN ADDITION, USDOC/BEWT PLANNED TO SEND EXPERIEED OFFICER COMMENCING AUGUST 3 AND CONTINUING TO SEPTEMBER 4 TO SUPERVISE PREPARATION OF BOOTH.

4. QUESTION OF VISIT OF SENIOR USDOC OFFICIAL TO LEIPZIG FALL FAIR BEING DISCUSSED AND POST WILL BE ADVISED WHEN CONCLUSION REACHED.

5. COMMENTS WILL FOLLOW ON EMBASSY SUGGESTIONS RE SPRING FAIR. INGERSOLL

UNCLASSIFIED

<< END OF DOCUMENT >>

Message Attributes

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Draft Date: 02 JUL 1975
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Decaption Note:
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